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From : "Milan K"
To : "william.lamborn@lacity.org"
Subject : Public comment ENV-2016-3177-EIR
Public comment on proposed Hollywood & Wilcox LeFrak Project

After attending the public scoping meeting on June 8, 2017, and unanimous input from review at neighborhood councils, we are strongly opposed to the proposed project at its current design, scale, and height. Beside the vastly incongruous design that is more akin to 1980's Miami Art Deco, the architecture fails to comply with Standard 9, relied upon significantly by historical consultants and preservationists in Hollywood:

New additions, exterior alterations, or related new construction will not destroy historic materials, features, and spatial relationships that characterize the property. The new work shall be differentiated from the old and ***will be compatible with the historic materials, features, size, scale and proportion, and massing to protect the integrity of the property and its environment.*** [Secretary of the Interior's Standards for Preservation Planning]

The historic Attie building is a 2-story landmark structure comprised of deep browns, bronze, and crimson accents. To adjoin a 15-story tyranny of glass in blazing white and yellow seems a mockery of its historic relevance. The proposed height would tower over all nearby structures by bounds. To allow nearly 2.5 times the density that the site's zoning allows through its 'D restriction' of 2:1 FAR with the proposed 4.5:1 FAR for luxury housing is vastly irresponsible.

Further, given the 122 related projects in the immediate area as of April 2016 (not including those within the last 14 months), nearly every intersection in this corridor of Hollywood is going to a D/E/F level of service. Mass transit is obviously not the mitigating solution, as the project itself is proposing 420 parking spaces. Traffic studies of related projects only model 10% mass transit.

Finally, it is critical to note that both the Hollywood LAPD and fire stations serving this area lay within blocks of the site on Wilcox Ave, and the project resides on a primary response route for them. To cripple emergency response times with a project of this scale on narrow streets never designed for such intensity of use, already choked with congestion and construction, poses a reckless hazard to resident & community safety and decisive liability for the city.

We sincerely appreciate City Planning's request for comment.

Milan Kalra